

From: [International Downtown Association](#)
To: [Kent Smith](#)
Subject: IDA: Join us for the next Trending Topics Webinar August 5 at 3pm Eastern
Date: Tuesday, July 21, 2015 8:12:05 AM

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Improving Tenant Mix for Downtown Business Districts

Trending Topics Webinar

Retail attraction in commercial and mixed-use environments requires a unique approach. Downtown district managers face a significant challenge in their efforts to create optimal tenant mix, as they are neither property owners nor brokers. What tools are available to district managers to assist in encouraging a diverse mix of goods and services? One tool to aid in this retail attraction is the International Council of Shopping Centers' (ICSC) "Improving Tenant Mix," a step-by-step guide, available free of charge on ICSC's [website](#). It provides downtown practitioners with practical tips and guidance in the development and execution of successful retail attraction programs.



Join us for this Trending Topics Webinar where district practitioners and property owners alike will learn about tools such as this one, along with detailed strategies for working closely with the real estate community to influence and enhance tenant mix for the benefit of the entire downtown business district.

Presenters:

Elizabeth Model, CEO, Downtown Surrey BIA
Larisa Ortiz, Principal, Larisa Ortiz Associates
Cynthia Stewart, Staff Vice President, Community Development, ICSC

[Register Now!](#)

Date: Wednesday, August 5; Cost: \$35 - members, \$70 - nonmembers; Time: 3pm Eastern

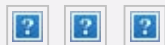
Watch in a group! Each purchase is valid for all of your colleagues at one location.

Questions? Contact Rebecca Bishophall at (202) 624-7029 or rbishophall@ida-downtown.org.

All webinar recordings are sent within 3-4 business days of the webinar.

Register Today!

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